

"One of America's Finest Small Market Radio Broadcasting Companies"

CHRISTMAS IN THE AIR & ON THE AIR

Most of us have noticed that the area stores are fully decorated for Christmas. The stores that carry Christmas decorations are fully stocked. The merchants that have Christmas trees for sale, have them all lined up and ready to be taken home. When visiting our daughter over Thanksgiving, we noticed that many cars on the highway had Christmas trees strapped to their roofs. And in the Northwoods, we have snow on the ground guaranteeing a "White Christmas." "It 'tis the season!"

At Heartland's eight FM and AM radio stations, program directors Mike Wolf and Steve Stone have also been very busy readying their stations for the Christmas holidays. Tuning into each of our stations, listeners will hear Christmas music. As it gets closer to Christmas, more Christmas music will be "In the Air" and "On the Air." From noon on Christmas Eve throughout Christmas day, most Heartland stations will play non-stop Christmas music.



During the Christmas holidays, there will be chances to win \$1,000.00 in fuel to make life a bit easier for some lucky winner. On "Mix 96," Rhinelander, we just wrapped up a large 2 day overnight stay package at the famous Chula Vista in the Wisconsin Dells.

In Ashland, the annual "Magic Stocking" fund raiser for the "Brick," supports the area food pantry. There will be Magic Stocking donation displays located throughout the Ashland area. "Moore's" on Main" will match the total

raised up to \$1,000.00.

Over the Thanksgiving holiday, WRJO gave away Thanksgiving turkeys as a part of their "Turkey Shoot" contest. At WCYE, listeners were invited to "Shoot the Buck" to win Prime Choice Meat food certificates.

All in all, Heartland listeners will find the spirit of Christmas "In the Air" and "On the Air" when they tune in the Heartland radio stations this Christmas holiday season!

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Jim Coursolle, CRMC
President and CEO

Wendi Ell, newsletter
designer and
publisher



www.heartlandcomm.com



It's Been a Very Good Year

When we sat down to plan for the year 2022 about this time last year, it was our hope that we could finally recover from the economic damage caused to Heartland, and all small businesses, because of the COVID pandemic. Even though the revenue totals for November and December 2022 have not been posted yet, it is safe to say that Heartland's recovery will be accomplished at year's end.

Through October 2022, the total 8 sta-

tion Heartland revenue was at 110% of budget. According to Jim Coursolle, Heartland CEO, "We believe that November and December 2022 will finish strong and that 2022 will be the comeback year for Heartland."

As of November 22, 2022, Heartland was at 104% of its November budget and showing that it was at 67% of the December budget hoping to enter December at about 70% budget.



Pres. Release

Once I get past the “I am not a winter person; cold weather is not my middle name” attitude, I sure enjoy this time of year! Veteran’s Day, Thanksgiving, Christmas, Hanukkah, and New Year’s really make the end of the year special in my book.

But I think that all those special occasions can be summarized in one word. Gratitude.

One by one, I am grateful that our country is grateful enough to set aside a day each year to recognize the sacrifices the men and women of our Armed Forces make for not only their immediate family and friends, but for ALL OF US. I cringe every time I think of what the once presidential candidate John Kerry said. “You know, education, if you make the most of it, you study hard, you do your homework and you make an effort to be smart, you can do well. If you don’t,



Jim Coursolle
President, CEO

you get stuck in Iraq.” American military people are some of the smartest people I have ever met; they understand that Freedom isn’t free, and that someone – a bunch of ‘someones’ – need to fight for the Freedoms we all enjoy. Some of those people never came back from where they were sent; they will never enjoy the Freedoms they defended.

I am grateful for all veterans. I am grateful that many of our US presidents respected and provided for our military, our defenders of Freedom. We all need to make sure veterans and current military personnel are given the due that they so deserve.

Thanksgiving speaks for itself. By its very name, Thanksgiving is a day of gratitude. I am grateful for Thanksgiving. Usually, I get a moment to myself (halftime of

the football game) to reflect upon all the God-given benefits in my life. My wife, my kids, my grandkids, my friends, my Heartland family, and everyone’s health. I get two families, and both bring much joy to my life!

I am also grateful for a warm home, food in the cupboard, some cold refreshments in the fridge, crackers and cheese dip, a relaxing TV chair, a car that when put into “D”, goes forward, my recent interest in RVing (hope gas prices go down so I can use my RV), a warm bed, and our God, who never fails.

Christmas is special to me. My wife and I love to decorate (especially after all the decorations are hauled out and put up); our house always looks so festive. I hate taking the stuff down in June (just kidding 🤪). It’s fun buying the presents and watching people opening them. I even enjoy wrapping stuff as long as the boxes are not weirdly shaped; for a guy who couldn’t wrap a sandwich in the good ole’ days, I have come to be a C+/B- wrapper, I guess. I love looking at old Christmas pic-



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October Top Sellers



Sales Reps

Diane Byington	\$23,592
Tammy Hollister.....	\$21,772
Scott Larson	\$17,573
Shannon Anderson	\$12,351
Tyler Ostman	\$11,459
Deb Hunt	\$8,798



BIRTHDAY “BROADCASTS”

NOVEMBER

- 1st – Kathleen Vadnais – Peckman – Ashland
- 6th – Shannon Anderson – Ashland
- 8th – Diane Byington – Eagle River
- 20th – John Warren – Ashland

DECEMBER

- 8th – Brenda Golden – Corporate

JANUARY

- 10th – Grayce Schulta – Eagle River
- 11th – Trish Keeley – Eagle River
- 17th – David Olson – Ashland
- 22nd – Jenny Schilling – Eagle River
- 25th – Kathy Wawiora – Corporate



Ashland



Wishing all a Happy Thanksgiving, Merry Christmas & a Safe, Healthy & Prosperous New Year from all of us at Heartland Communications Group - North

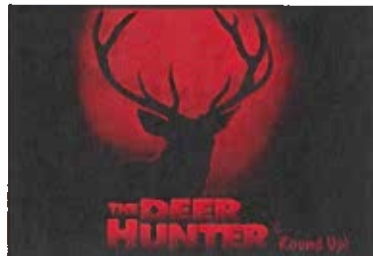
By John Warren,
General Manager
WBSZ/WNXR/WJHH/WATW

4th Quarter Sales are pacing well as October 2022 reached 173% of its October sales goal. As of November 1st 2022, Heartland Communications Group-North is at 102.4 % of our November 2022 sales goal and 63% of our December 2022 sales goal. Great job by Tammy Hollister, Tyler Ostman and Shannon Anderson. A huge thank you to Marion for getting all those orders in and keeping it all straight and of course getting the billing out. Heartland Communications Group-North in 2022 is projected to be over one million in sales.

The 2022 Heartland Communications Deer Hunters Round Up airs November 18th through No-

vember 26th at 5:00 PM. The show will be aired on WBSZ 93.3 FM. The show brings back some familiar names, Steve Williams, Rudy Allen, Marty Davidson, Matt MacKenzie and various other guest. There's a number of contests, camp call-ins, hunting stories and of course all your favorite hunting tunes. The 2022 Heartland Communications Deer Hunters Round Up is sold out with record breaking sales. Photos will be posted to the Heartland Communications Deer Hunters Round Up Facebook page. The show will air on WBSZ 93.3 FM and online at wbszfm.com by clicking the listen live tab.

The Heartland Communications 2023 Home and Sport Show in Ashland will be held at the Bay Area Civic Center on March 24th, 25th and 26th 2023. We look forward to a show full of vendors



and potential new customers. To reserve booth space contact Tammy, Shannon or Tyler at 715-682-2727.



John Warren
Ashland
General Manager

www.wbszfm.com
www.wnxfm.com
www.wjhhfm.com
www.watwbaycountry.com



New Face on Z-93

The Ashland cluster welcomes a new face and voice to WBSZ, Today's Country Z-93. A.J.

Vidales joins our team and will be handling the mid-day air-shift from 10:00 AM to 2:00 PM. A.J. joined the team doing board operations for remotes and sports just a few months ago. He is currently in training and will be starting his air-shift soon along with heading



A.J. Vidales

out to meet the listeners with live remotes. He is a transplant from Illinois that ended up in Ashland to attend college and works part-time as an EMS First Responder as well.

Bobby Bones Is Coming To Z-93

Mornings on Today's Country is about to take giant step forward, The Bobby Bones show is being added to the weekday mornings. The show will air from 5-10AM. Bobby Bones joins the line-up with the Nights with Elaina Program already airing from 7:00 PM to midnight.



Bobby Bones Show Cast.

Sports!

When listeners in the Northwoods are looking for sports they look to the Ashland Radio Stations! Once again this year Bay

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Steve Stone
Operations
Manager and
Program Director

Eagle River



PD NOTES...

By Mike Wolf,
Corporate Program
Director

Turkey Shoot

WRJO is celebrating Thanksgiving with its listeners by giving away free Thanksgiving turkeys. Listeners will be asked to listen for the Turkey Sounder. When they hear it, they call in to play the Turkey Shoot. Caller 7 picks a letter off our T-H-A-N-K-F-U-L Board. The listener gives the command, and the turkey takes flight. If it lands on the letter they chose, they receive one Thanksgiving turkey courtesy of our sponsors and your Thanksgiving station WRJO. The Turkey Shoot has become a staple in the Northwoods this time of year, and the turkeys are figuratively, flying out of the studios.

Bobby Bones

Coyote 93.7 has welcomed a new morning show into the fold of great country music programming. Bobby Bones and his morning show cast has started and airs Monday thru Friday from 5am to 10am. Bobby Bones is an American radio and television personality, best known for hosting the nationally syndicated

radio show, originating at KISS-FM in Austin, TX, and for his role as a full-time mentor on American Idol on ABC. He was the winner of season 27 of Dancing with the Stars with partner Sharna Burgess. He has also written two New York Times best sellers. The Bobby Bones Show has become a regular interview stop for top country music stars and even artists/celebrities outside the genre of country. Coyote 93.7 is proud to welcome Bobby Bones to the station.

Winter is Here

Well, it looks like Mother Nature has been watching the Big Box stores and their push of the Christmas season even before Halloween. She must have thought that it would be fun if the snow and cold would make its appearance quite early for 2022 as well. With windchills below zero

and many days of snow it makes one ask the question, "did I drain the garden house and put it way for winter, or is it buried in the snow till I find it in spring?" With the early snow in the Northwoods as well as the lakes starting to freeze over, talk of snowmobiling and ice fishing has taken front stage. We start to look forward to such events like Pond Hockey and The Snowmobile Derby. As a radio broadcast company it's so much more fun, well with audio cords freezing up at live broadcast, looking in the snow for that ¼" headphone reducer that you just dropped that you may just have to wait till spring to find, shoveling and salting the radio station walkway every 25 minutes, and let's not forget, taking a shovel to every trip to the station transmitters so you can shovel your way in, because transmitters never go off the air when its 75 and sunny. Winter in the Northwoods looks like it may be here to stay, so if you weren't ready, don't worry it will only be here for 5 more months to enjoy it.

The Pizza Tour Rolls On

The WRJO Pizza Tour has been going strong since September

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Trish Keeley
Eagle River
General Sales
Manager

www.wrjo.com
www.mix96northwoods.com

www.coyote937.com



Mike Wolf
Corporate
Program Director

Ashland, from Page 3

Country WATW is the area's only source for Wisconsin Badgers Football and Men's Basketball. Nick Gima is back in the saddle for another season for local high school basketball action on WATW as well. Mike Granlund handles the play by play for the Northwestern Tigers with over 20 years of covering the team on WNXR. The Green Bay Packers are also featured on both stations and rounds out a complete menu of local, college and professional sports for listeners.

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with a total of 12 stops scheduled. Locations include, Papa Murphy's, Minocqua, Greenhill's Log Cabin, Conover, Pike's Pine Isle Lodge, Three Lakes, Sweetwater Spirits and Resort, Eagle River, Hillside Tavern & Grill, Sayner, Home Slice Pizza, Mercer, SpiritView Lakeside, Three Lakes, Pizza Ranch, Rhinelander, Buckshot's Saloon and Eatery, Eagle River, The Blue Heron Restaurant, Eagle River, The Dam Bar, Lac du Flambeau, and Chanticleer Inn, Eagle River. Listeners come out to

Northwoods restaurants to take part in the Tour on Thursday nights from 5-7pm. Listeners are able to spin the Wheel O' Pizza to win prizes like Tour T-Shirts, the 2022 WRJO Pizza Cutter, many restaurant certificates like free pizza, drinks, appetizers, general certificates, and even the Grand Prize, this year consisting of one pizza from every location on the Tour as well as \$250.00 in cash to be given away at the end of the tour. This promotion has become a very popular event that listeners flock to weekly. Restaurant owners see a large influx of business on Tour nights and



have even booked the next year's Tour to come to their location that night. Once, the Pizza Tour wraps up it's just a couple of short months and WRJO will get ready for the Fish Fry Tour.

Winter, from Page 2

tures and remembering when I was a kid at home with my parents, sisters, and brother. We had some great Christmases. And remembering when my kids were very little, and it was all about Santa. I remember I came home dressed in a Santa costume I think borrowed from the Chamber of Commerce and my oldest daughter saw me and cried for what seemed like hours. And how could anyone forget the COOKIES...thousands of them...these were the days for me of no slow metabolism and calories were always someone else's problem. Remember?

Being a Christian, I don't celebrate Hanukkah, but I have Jewish friends that do. I like to make them feel happy and find a nice Hannukah card to give or send to them. I am grateful I can do that each year.

And to finish up the year with a Grand Finale, I am grateful for New Year's. It's an end, but, more importantly, it's a beginning. As I watch the clock click down, like most people, I like to look in the rearview mirror and think about all the things that made the soon-to-be past year something to remember. Then I like to resolve to make the coming year a better one for me – first – because I realize if I don't clean up my own act, I can't possibly be of value to anyone else. I'm grateful that I have come to realize that New Year's resolutions evaporate faster than water on a sidewalk when it's 90 degrees out. But I am grateful that I intend to work at doing God's Will a little better going forward.

Yup, GRATEFUL is the one word summing up all the great (full) holidays every fourth quarter shares with all of us.

Get out and "Celebrate, celebrate... dance to the music!"



Merry Christmas to all!